

## COMPARISONS OF AVERAGE AUDIENCE ESTIMATES – SELECTED PROGRAM TYPES

FIRST REPORT FOR SEPTEMBER 1981

	EVENING 7:00-11:00 PM												
	General Drama	Suspense & Mystery Drama(1)	Situation Comedy	Adventure	Participation Variety	Feature Films	All 25- 30 Min.	All 55- 60 Min.	7:00- 9:00 PM	9:00- 11:00 PM(2)	All 7:00-11:00 PM		
											Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD.	14.2	14.1	16.9		13.6	14.3	16.7	14.3	13.2	15.2	14.6	14.0	14.5
NO. OF PROGRAMS†	7	6	23	1FR	3	10	22	28	28	36	64	17	81

	EVENING 6:00-7:00PM		MONDAY-FRIDAY 11:30-1:00AM		WEEKDAY DAYTIME 10:00AM-4:30PM					WEEKEND DAYTIME			
	Informational(1)		11:30PM- 1:00AM(4)	Daytime Drama	Quiz & Aud. Partic.(1)	Situation Comedy	10:00AM- 1:00PM	1:00- 4:30PM	10:00AM- 4:30PM	Chil- dren's(1)	Sports		
	Once-a-Week	Multi-weekly									Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD.	7.4	10.7	4.8	6.6	4.1	6.2	4.9	6.7	6.0	4.7	8.2	6.2	7.5
NO. OF PROGRAMS†	3	3	12	13	8	4	13	12	25	56	9	5	14

(1) SEE INTRODUCTION FOR INDIVIDUAL TYPES IN ABOVE GROUPING.

(2) INCLUDES 8:30-9:30PM AND 8:30-10:00PM PROGRAMS.

(3) WEIGHTED BY DURATION AND FREQUENCY AND LIMITED TO REGULARLY SCHEDULED PROGRAMS, EXCEPT FOR TYPES CARRYING THIS FOOTNOTE.

(4) INCLUDES OVERRUNS EXTENDING BEYOND 1:00AM.

IFR INSUFFICIENT NUMBER OF PROGRAMS IN TYPE FOR REPORTING.

† PROGRAMS ARE RATED IN TERMS OF TOTAL DURATION, UNDER FIVE-MINUTE PROGRAMS ARE EXCLUDED.

## NATIONAL TV NIELSEN RATINGS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING SEPTEMBER 13, 1981

## NIELSEN AVERAGE AUDIENCE

RANK	PROGRAM	AUDIENCES		RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)			% U.S.	NO. (000)
1	MISS AMERICA PAGEANT(S)	22.7	18,500	11	HOUSE CALLS	18.8	15,320
2	33RD ANNUAL EMMY AWARDS(S)	22.3	18,170	12	FACTS OF LIFE#	18.5	15,080
3	THREE'S COMPANY	21.0	17,120	13	HART TO HART	18.2	14,830
4	BEST OF THE WEST#	20.8	16,950	14	LAVERNE & SHIRLEY	17.8	14,510
5	M*A*S*H	20.5	16,710	15	HAPPY DAYS	17.6	14,340
6	NFL FOOTBALL SPECIAL(S)	20.4	16,630	16	NBC MONDAY NIGHT MOVIES	17.5	14,260
7	TOO CLOSE FOR COMFORT	20.0	16,300	16	60 MINUTES	17.5	14,260
8	DUKES OF HAZZARD	19.7	16,060	18	DALLAS	17.2	14,020
9	NFL MONDAY NIGHT FOOTBALL#	19.4	15,810	18	QUINCY, M.E.#	17.2	14,020
10	DIFF'RENT STROKES	19.1	15,570				

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

## PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST SEP. 1981 REPORT

PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											
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1 FRI.	8.30P	30	ABC QG						B	10.6	21	864	2 THU.	9.51P	1										
LAVERNE & SHIRLEY				37	208	180	99	95	A	17.8	30	1451	NBC NEWS UPDATE-2-SAT.			13		180		88	A	13.3	24	1084	
TUE.	8.30P	30	ABC CS						B	18.7	30	1524	2 SAT.	9.58P	1	NBC N					B	9.3	18	758	
LITTLE HOUSE-PRAIRIE				43	217	210	99	99	A	14.6	25	1190	NBC NEWS UPDATE-2-SUN.			11	184		91		A	15.1	28	1231	
MON.	8.00P	60	NBC GD						B	18.9	30	1540	1 SUN.	10.00P	1	NBC N					B	13.5	22	1100	
LITTLE HOUSE-PRAIRIE(B)						203		99	A	16.1	28	1312	NBC NIGHTLY NEWS-SAT.			42	163	158	87	86	A	8.3	21	676	
2 TUE.	8.00P	60	NBC GD										SAT.	6.30P	30	NBC N					B	8.5	18	693	
LOU GRANT				36	197	193	99	99	A	15.9	27	1296	NBC NIGHTLY NEWS			227	205	205	98	98	A	10.5	23	856	
MON.	10.00P	60	CBS GD						B	18.3	31	1491	M-F	6.30P	30	NBC N					B	11.9	23	970	
LOVE BOAT				42		198		98	A	16.1	30	1312	NBC SAT NIGHT MOVIE SPEC.			10	187		94		A	12.4	25	1011	
2 SAT.	9.00P	60	ABC CS						B	21.4	38	1744	1 SAT.	9.00P	120	NBC FF					B	13.7	25	1117	
MAGNUM, P.I.				2	192	123	97	86	A	12.0	22	978	NBC THURSDAY NIGHT MOVIES			38	182	178	94	93	A	16.3	28	1328	
THU.	8.00P	60	CBS PD						B	12.0	22	978	THU.	9.00P	120	NBC FF					B	14.7	25	1198	
MARIE				1		195		98	A	13.2	25	1076	NBC TUESDAY NIGHT MOVIE			2	195	197	98	98	A	16.6	28	1353	
2 SAT.	9.00P	60	NBC GV						B	13.2	25	1076	1 TUE.	8.00P	180	NBC FF					B	16.6	28	1353	
M*A*S*H				39	201	199	99	99	A	20.5	32	1671	2 TUE.	9.00P	120										
MON.	9.00P	30	CBS CS						B	23.1	36	1883	NBC WHITE PAPER(S)					201		99	A	10.8	19	880	
MISS AMERICA PAGEANT(S)						214		99	A	22.7	46	1850	2 WED.	9.30P	90	NBC DN									
2 SAT.	10.00P	121	NBC AC										NCAA FOOTBALL SPECIAL(S)				204		99		A	11.0	22	897	
MORK & MINDY				39	196		98		A	15.8	29	1288	1 SAT.	9.00P	170	ABC SE									
1 THU.	8.00P	30	ABC CS						B	15.8	28	1288	NEWSBREAK-M-F			205	171	152	91	89	A	12.5	22	1019	
NBC FRIDAY NIGHT MOVIE				9		187		96	A	15.1	29	1231	1 MTUTHF	8.58P	1	CBS N					B	14.3	23	1165	
2 FRI.	9.00P	120	NBC FF						B	10.7	21	872	1 WED.	8.57P	1										
NBC MAGAZINE				1		153		90	A	10.6	21	864	2 MTUTH	8.58P	1										
2 FRI.	8.00P	60	NBC DN						B	10.6	21	864	2 WED.	8.29P	1										
													2 FRI.	8.57P	2										





[illegible]

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		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						16,870 20.7				21,430 26.3							
	ABC TV						THAT'S INCREDIBLE (R)(OP)				ABC MONDAY NIGHT MOVIE ANNIE HALL(R)(SUS-OP) (9:00-10:51PM) (SUSTAINING 10:51-10:55PM)							
	AVERAGE AUDIENCE (Households (000) & %)						12,230 15.0				11,080 13.6							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						26 12.4	24* 13.9		16.8* 16.6	22 16.1	23* 14.1		22* 13.7		21* 13.4	22.5* 13.3	22.5* 12.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						14,020 17.2		14,430 17.7		20,700 25.4		18,830 23.1		18,340 22.5			
	CBS TV						WKRP IN CINCINNATI (R)		TIM CONWAY SHOW (R)(OP)		M*A*S*H (R)		HOUSE CALLS (R)		LOU GRANT (R)			
	AVERAGE AUDIENCE (Households (000) & %)						11,740 14.4		12,800 15.7		18,010 22.1		17,120 21.0		14,340 17.6			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						26 13.6	25 15.2	25 15.2	16.2 16.2	34 20.8	23.3 23.3	33 20.8	21.3 21.3	30 18.6	30* 17.3	31* 16.8	31* 17.7
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						16,790 20.6				22,410 27.5							
	NBC TV						LITTLE HOUSE-PRAIRIE (R)(OP)				NBC MONDAY NIGHT MOVIES AIRPORT '77, PART 2(R) (SUS-OP)							
	AVERAGE AUDIENCE (Households (000) & %)						12,390 15.2				14,830 18.2							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						26 13.2	26* 15.1		16.2* 15.7	30 14.9	24* 16.1		28* 17.3		33* 18.0	33* 19.8	35* 20.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						16,060 19.7				29,580 36.3							
	ABC TV						THAT'S INCREDIBLE (R)(OP)				NFL MONDAY NIGHT FOOTBALL SAN DIEGO VS. CLEVELAND (9:00-12:07AM)(-OP)							
	AVERAGE AUDIENCE (Households (000) & %)						11,000 13.5				15,810 19.4							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						24 12.5	22* 12.6		14.5* 13.8	35 17.3	29* 18.4		33* 20.4		38* 20.8	36* 23.5	36* 21.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						18,750 23.0				17,360 21.3		15,080 18.5		15,000 18.4			
	CBS TV						WKRP IN CINCINNATI (R)(OP)		M*A*S*H (R)		HOUSE CALLS (R)		LOU GRANT (R)					
	AVERAGE AUDIENCE (Households (000) & %)						14,020 17.2				15,400 18.9		13,530 16.6		11,490 14.1			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						30 15.5	29* 17.3		18.0* 18.0	30* 17.9	27 19.8	27 16.6		24 13.3	23* 14.0	26* 14.6	26* 14.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						14,590 17.9				20,540 25.2							
	NBC TV						LITTLE HOUSE-PRAIRIE (R)(OP)				NBC MONDAY NIGHT MOVIES THE BEST PLACE TO BE, PART 1(R) (SUS-OP)							
	AVERAGE AUDIENCE (Households (000) & %)						11,410 14.0				13,690 16.8							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						24 12.9	24* 14.0		14.5* 14.3	28 14.7	25* 15.1		28* 17.2		28* 17.6	31* 16.7	31* 17.5
TV HOUSEHOLDS USING TV			WK. 1	49.7	49.9	50.4	52.6	53.4	57.0	60.1	63.2	64.2	64.9	63.1	62.7	61.6	59.7	57.4
(See Def. 1)			WK. 2	50.0	50.4	51.7	54.5	55.3	57.6	59.5	60.8	61.3	63.1	62.5	62.4	60.8	59.7	57.0

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.



TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{				16,870 20.7	17,280 21.2		19,720 24.2		18,910 23.2		18,660 22.9					
	ABC TV	{				HAPPY DAYS (R)	LAVERNE & SHIRLEY (R)		THREE'S COMPANY (R)		TOO CLOSE FOR COMFORT (R)(OP)		HART TO HART (R)					
	AVERAGE AUDIENCE (Households (000) & %)	{				14,510 17.8	14,910 18.3		17,360 21.3		16,870 20.7		14,830 18.2					
	SHARE OF AUDIENCE %	{				32	31		35		34		32					
W E E K 2	AVG. AUD. BY ¼ HR. %	{				17.0	18.6	17.7	18.8	20.4	22.2	20.6	20.8	18.9	18.1	18.0	17.9	
	TOTAL AUDIENCE (Households (000) & %)	{				12,140 14.9	11,650 14.3		17,120 21.0		CBS TUESDAY NIGHT MOVIES THE FAMILY MAN(R)							
	CBS TV	{				CRONKITE'S UNIVERSE	COMEDY OF HORRORS (OP)											
	AVERAGE AUDIENCE (Households (000) & %)	{				9,860 12.1	9,860 12.1		11,490 14.1		12.3*		13.8*		15.1*			
W E E K 1	SHARE OF AUDIENCE %	{				22	20		24		20 *		22 *		26 *			
	AVG. AUD. BY ¼ HR. %	{				12.3	11.8	11.5	12.6	11.7	12.9	13.5	14.2	15.3	15.0	15.2	15.0	
	TOTAL AUDIENCE (Households (000) & %)	{				21,350 26.2	NBC TUESDAY NIGHT MOVIE THE EAGLE HAS LANDED(R) (SUS-OP)(OP)											
	NBC TV	{				11,170 13.7	11.7*	14.0*		13.8*		13.4*		14.7*			14.3*	
W E E K 2	SHARE OF AUDIENCE %	{				23	21 *	23 *		22 *		22 *		25 *			25 *	
	AVG. AUD. BY ¼ HR. %	{				11.3	12.2	14.2	13.9	14.2	13.4	13.5	13.3	14.5	15.0	14.9	13.8	
	TOTAL AUDIENCE (Households (000) & %)	{				15,890 19.5	15,490 19.0		19,320 23.7		17,280 21.2		18,170 22.3					
	ABC TV	{				HAPPY DAYS (R)	LAVERNE & SHIRLEY (R)		THREE'S COMPANY (R)		TOO CLOSE FOR COMFORT (R)(OP)		HART TO HART (R)					
W E E K 1	AVERAGE AUDIENCE (Households (000) & %)	{				14,100 17.3	14,100 17.3		16,870 20.7		15,730 19.3		14,750 18.1					
	SHARE OF AUDIENCE %	{				30	29		33		31		31					
	AVG. AUD. BY ¼ HR. %	{				16.3	18.3	17.0	17.6	20.2	21.3	19.1	19.4	17.8	17.8	18.3	18.4	
	TOTAL AUDIENCE (Households (000) & %)	{				10,110 12.4	8,560 10.5		14,100 17.3		CBS TUESDAY NIGHT MOVIES STRANGERS: THE STORY OF A MOTHER AND DAUGHTER(R)							
W E E K 2	CBS TV	{				CRONKITE'S UNIVERSE	STEPHANIE (OP)											
	AVERAGE AUDIENCE (Households (000) & %)	{				8,640 10.6	7,500 9.2		8,640 10.6		10.1*		10.8*		10.8*			
	SHARE OF AUDIENCE %	{				19	15		17		16 *		17 *		18 *			
	AVG. AUD. BY ¼ HR. %	{				10.8	10.3	9.4	9.1	10.2	10.1	10.9	10.7	10.9	10.7	10.5	10.6	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{				17,280 21.2	17,280 21.2		22,580 27.7		NBC TUESDAY NIGHT MOVIE THE BEST PLACE TO BE, PART 2(R)(OP)							
	NBC TV	{				LITTLE HOUSE-PRAIRIE(B) (R)(OP)												
	AVERAGE AUDIENCE (Households (000) & %)	{				13,120 16.1	14.8*		17.4*		20.9		19.7*		21.0*			
	SHARE OF AUDIENCE %	{				28	26 *		29 *		34		32 *		33 *			
W E E K 2	AVG. AUD. BY ¼ HR. %	{				14.2	15.3	17.2	17.6	19.1	20.2	20.8	21.2	21.5	21.7	21.6	21.2	
	TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1	50.4	52.1	51.1	52.1	54.6	57.2	58.9	60.9	60.9	61.8	61.7	61.5	59.5	57.5	56.8	
		WK. 2	49.0	50.8	51.6	54.2	55.7	58.3	58.8	60.0	61.7	63.1	62.6	62.9	60.8	59.6	59.2	
	U.S. TV Households: 81,500,000																	

For explanation of symbols, See page A.



		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						17,120 21.0				13,610 16.7				12,630 15.5			
	ABC TV						GREATEST AMERICAN HERO (R)				VEGAS (R)(OP)				DYNASTY (R)			
	AVERAGE AUDIENCE (Households (000) & %)						12,470 15.3	14.5*		16.2*	10,270 12.6	11.8*		13.3*	9,130 11.2	11.2*		11.1*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						28 13.6	27* 15.3		28* 16.0	21 11.9	19* 11.7		22* 12.9	20 11.2	20* 11.3		20* 10.9
E E K 2	TOTAL AUDIENCE (Households (000) & %)						21,190 26.0											
	CBS TV						CBS WEDNESDAY NIGHT MOVIE THE MEMORY OF EVA RYKER(R)(OP)											
	AVERAGE AUDIENCE (Households (000) & %)						11,080 13.6	11.2*		11.7*		12.9*		14.3*		15.8*		15.8*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						24 11.3	21* 11.1		21* 11.7		21* 12.5		24* 13.2		28* 14.1		29* 14.4
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						16,460 20.2				17,440 21.4		16,710 20.5		18,010 22.1			
	NBC TV						REAL PEOPLE (R)(OP)				DIFF'RENT STROKES (R)			FACTS OF LIFE (R)			QUINCY, M.E. (R)	
	AVERAGE AUDIENCE (Households (000) & %)						12,390 15.2	14.7*		15.6*	15,890 19.5		15,080 18.5		14,020 17.2	17.2*		17.2*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						28 14.1	28* 15.4		27* 15.5	32 19.1		30 19.8		31 18.3	30* 18.6		31* 17.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						16,220 19.9				17,120 21.0				16,630 20.4			
	ABC TV						GREATEST AMERICAN HERO (R)				VEGAS (R)(OP)				DYNASTY (R)			
	AVERAGE AUDIENCE (Households (000) & %)						11,900 14.6	13.7*		15.5*	13,040 16.0	14.4*		17.7*	12,800 15.7	15.8*		15.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						26 13.3	25* 14.1		27* 15.6	27 13.9	25* 14.9		30* 17.3	29 18.1	28* 15.7		30* 15.6
E E K 2	TOTAL AUDIENCE (Households (000) & %)						9,130 11.2		8,390 10.3		19,400 23.8							
	CBS TV						WHITE SEAL (R)(OP)	DR. SEUSS-HOOVER BLOODY (R)		CBS WEDNESDAY NIGHT MOVIE THE BOY WHO DRANK TOO MUCH(R)								
	AVERAGE AUDIENCE (Households (000) & %)						7,250 8.9		7,250 8.9		11,650 14.3	11.1*		14.7*		16.0*		15.4*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						16 8.6		15 9.1		25 10.9	19* 11.3		25* 14.3		28* 15.1		29* 15.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						17,360 21.3				17,030 20.9		15,730 19.3					
	NBC TV						REAL PEOPLE (R)(OP)				DIFF'RENT STROKES (R)			NBC WHITE PAPER				
	AVERAGE AUDIENCE (Households (000) & %)						12,550 15.4	14.5*		16.3*	15,160 18.6		8,800 10.8	11.5*		10.6*		10.2*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						27 13.8	26* 15.2		28* 16.0	32 16.7		19 18.2	20* 19.1		19* 12.2		19* 10.7
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	48.1	49.1	48.9	50.5	52.0	54.1	55.6	58.2	60.6	61.2	60.6	60.8	58.1	56.5	55.7	54.3
		WK. 2	46.3	47.9	48.9	51.0	53.7	56.2	57.8	59.0	58.1	59.3	58.9	58.7	57.3	56.1	54.3	51.5

U.S. TV Households: 81,500,000

For explanation of symbols, See page A

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)						15,080 18.5	15,890 19.5		14,830 18.2		15,000 18.4		16,870 20.7				
	ABC TV						MORK & MINDY (R)	BOSOM BUDDIES (R)		BARNEY MILLER (R)		TAXI (R)(OP)		20/20				
	AVERAGE AUDIENCE (Households (000) & %)						12,880 15.8	13,860 17.0		12,960 15.9		13,610 16.7		12,880 15.8				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						29 15.0	30 16.6		27 15.4		28 16.4		29 16.1				
WEEK 1	TOTAL AUDIENCE (Households (000) & %)						14,590 17.9	MAGNUM, P.I. (R)(OP)		13,280 16.3		NURSE (R)		13,200 16.2				
	CBS TV												CBS REPORTS MURDER TEENAGE STYLE					
	AVERAGE AUDIENCE (Households (000) & %)						10,510 12.9	12.3*		9,940 12.2		12.2*		9,290 11.4				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						23 11.9	23* 12.8		21 12.2		21* 12.2		21 11.7				
WEEK 1	TOTAL AUDIENCE (Households (000) & %)						13,770 16.9	NBC MAGAZINE (R)(OP)		21,430 26.3		NBC THURSDAY NIGHT MOVIES BREAKHEART PASS(R)(SUS-OP)						
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)						9,860 12.1	11.8*		13,530 16.6		16.4*		17.4*				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						22 11.8	22* 11.8		29 14.8		28* 15.4		31* 17.1				
WEEK 2	TOTAL AUDIENCE (Households (000) & %)						20,210 24.8	32,600 40.0				NFL FOOTBALL SPECIAL PITTSBURGH VS MIAMI(OP) (8:30-11:45PM)(OP)						
	ABC TV						BEST OF THE WEST											
	AVERAGE AUDIENCE (Households (000) & %)						16,950 20.8	16,630 20.4		21.2* 36*		23.0* 37*		21.6* 35*				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						40 19.6	36 21.9		34* 18.1		37* 22.8		35* 20.9				
WEEK 2	TOTAL AUDIENCE (Households (000) & %)						13,770 16.9	MAGNUM, P.I. (R)(OP)		14,260 17.5		NURSE (R)		12,470 15.3				
	CBS TV												KNOTS LANDING (R)					
	AVERAGE AUDIENCE (Households (000) & %)						8,970 11.0	9.3*		10,350 12.7		11.9*		9,620 11.8				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						20 8.9	18* 9.6		21 11.7		20* 12.1		22* 13.2				
WEEK 2	TOTAL AUDIENCE (Households (000) & %)						12,310 15.1	GAMES PEOPLE PLAY (R)(OP)		19,800 24.3		NBC THURSDAY NIGHT MOVIES LADY OF THE HOUSE(R)(OP)						
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)						7,010 8.6	8.0*		13,040 16.0		15.0*		18.0*				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						16 8.1	15* 7.8		27 12.8		23* 14.1		24* 15.4				
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	48.5	50.6	50.9	51.6	52.4	54.8	56.7	58.3	57.6	58.4	59.0	59.1	57.1	55.8	53.6	51.1
		WK. 2	47.4	48.4	49.2	51.1	51.8	52.8	54.0	56.5	58.4	59.9	61.2	62.5	61.3	59.8	59.0	57.3

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					13,450 16.5		11,330 13.9		15,970 19.6							
	ABC TV						BENSON (R)		KRYPTON FACTOR (OP)				ABC FRIDAY NIGHT MOVIE THE HUSTLER OF MUSCLE BEACH(R)					
	AVERAGE AUDIENCE (Households (000) & %)	{					11,000 13.5		9,860 12.1		9,290 11.4		8.9*		10.7*		12.5*	13.5*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{					28 12.8	14.2	24 12.0	12.1	22 8.8	17 *	10.4	11.1	20 *	12.3	24 *	27 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					17,200 21.1				20,780 25.5				17,770 21.8			
	CBS TV						INCREDIBLE HULK (R)(OP)				DUKES OF HAZZARD (R)				DALLAS (R)			
	AVERAGE AUDIENCE (Households (000) & %)	{					11,900 14.6	12.6*		16.7*	17,030 20.9	20.3*		21.4*	14,100 17.3	17.3*		17.2*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{					29 12.1	26 *	33 *	16.1	39 19.7	38 *	21.6	40 *	34 17.3	33 *	17.4	34 *
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					17,930 22.0											
	NBC TV										NBC MAJOR LGE. BSBL.-FRI. NY YANKEES VS KANSAS CITY CINCINNATI VS PHILADELPHIA (R-11-11:20PM)(OP)(-OP)							
	AVERAGE AUDIENCE (Households (000) & %)	{					7,990 9.8		10.3*		10.3*		9.5*		9.7*		9.6*	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{					19 9.3	9.6	20 *	10.2	20 *	9.9	18 *	9.2	18 *	9.9	19 *	9.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					15,160 18.6								7,740 9.5			
	ABC TV										ABC FRIDAY NIGHT MOVIE GOIN' COCONUTS(OP)				ABC NEWS CLOSEUP THE GENE MERCHANTS			
	AVERAGE AUDIENCE (Households (000) & %)	{					7,660 9.4	9.6*		10.7*		9.0*		8.4*	5,050 6.2	6.6*		5.8*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{					18 9.1	19 *	20 *	10.4	16 *	8.5	8.6	15 *	12 6.7	13 *	5.8	12 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					16,380 20.1				18,990 23.3				18,420 22.6			
	CBS TV						KEY TORTUGA (OP)				DUKES OF HAZZARD (R)				DALLAS (R)			
	AVERAGE AUDIENCE (Households (000) & %)	{					10,920 13.4	12.1*		14.7*	15,000 18.4	18.1*		18.8*	13,860 17.0	16.5*		17.5*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{					26 11.6	24 *	27 *	14.0	33 17.6	33 *	18.8	34 *	34 15.9	32 *	17.4	36 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					12,630 15.5				21,520 26.4							
	NBC TV										NBC MAGAZINE (OP)			NBC FRIDAY NIGHT MOVIE TENTACLES(R)(SUS-OP)				
	AVERAGE AUDIENCE (Households (000) & %)	{					8,640 10.6	10.2*		11.0*	12,310 15.1	13.9*		14.1*		15.7*		16.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{					21 10.1	21 *	20 *	11.2	29 13.7	25 *	14.2	25 *	30 *	15.9	35 *	16.8
TV HOUSEHOLDS USING TV			WK. 1	44.6	45.8	46.0	47.5	47.8	49.6	50.3	52.4	52.6	53.3	54.0	53.4	52.2	52.4	50.9
(See Def. 1)			WK. 2	43.1	44.6	44.9	47.3	48.2	50.8	53.1	54.8	55.2	55.0	55.2	55.3	52.7	51.3	49.2

U.S. TV Households: 81,500,000

For explanation of symbols, See page A



		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						12,060 14.8				18,420 22.6							
	ABC TV						240-ROBERT (R)(OP)				NCAA FOOTBALL SPECIAL ALABAMA VS LSU (9:00-11:50PM)							
	AVERAGE AUDIENCE (Households (000) & %)						7,740 9.5	9.0*		9.9*	8,970 11.0	10.8*		11.9*		11.5*		10.4*
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %						20 8.4	20 *		20 *	22 10.3	22 *		23 *		22 *		20 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						12,470 15.3				19,800 24.3							
	CBS TV						EMOS (R)(OP)				CBS SAT. NIGHT MOVIE THREE DAYS OF THE CONDOR(R) (9:00-11:28PM)							
	AVERAGE AUDIENCE (Households (000) & %)						8,480 10.4	9.0*		11.7*	12,550 15.4	13.4*		15.0*		15.7*		16.5*
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %						22 8.7	20 *		24 *	31 13.1	27 *		29 *		31 *		33 *
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						14,340 17.6				16,710 20.5							
	NBC TV						BARBARA MANDRELL (R)(OP)				NBC SAT NIGHT MOVIE SPEC. MAGIC ON LOVE ISLAND(R)(SUS-OP)							
	AVERAGE AUDIENCE (Households (000) & %)						10,020 12.3	11.8*		12.8*	10,110 12.4	11.2*		12.7*		12.7*		13.0*
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %						26 11.5	26 *		26 *	25 11.0	22 *		25 *		25 *		26 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						12,230 15.0				17,690 21.7			13,450 16.5				
	ABC TV						240-ROBERT (R)(OP)				LOVE BOAT (R)(OP)		FANTASY ISLAND (R)					
	AVERAGE AUDIENCE (Households (000) & %)						7,500 9.2	7.8*		10.5*	13,120 16.1	14.8*		17.5*		12.5	12.8*	12.3*
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %						18 7.5	16 *		20 *	30 13.9	28 *		32 *		23	24 *	23 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)										17,030 20.9							
	CBS TV						US OPN TENNIS-SAT. MULTI-SEGMENT TELECAST				CBS SAT. NIGHT MOVIE HIGH MIDNIGHT(R)							
	AVERAGE AUDIENCE (Households (000) & %)						8.3*	8.6*	9.1*	9.0*	10,110 12.4	11.6*		12.3*		12.8*		13.0*
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %						20 *	19 *	19 *	17 *	23 11.4	22 *		23 *		23 *		24 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						16,950 20.8				16,060 19.7			28,530 35.0				
	NBC TV						BARBARA MANDRELL (R)(OP)				MARIE (OP)		MISS AMERICA PAGEANT (10:00-12:01AM)					
	AVERAGE AUDIENCE (Households (000) & %)						12,390 15.2	14.2*		16.2*	10,760 13.2	13.2*		13.2*		22.7	20.9*	22.9*
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %						31 13.5	30 *		31 *	25 13.8	25 *		24 *		46 20.0	38 *	43 *
TV HOUSEHOLDS USING TV		WK. 1	39.9	42.5	42.7	42.8	44.0	46.7	48.8	50.1	50.4	50.1	51.2	51.7	51.2	50.4	49.4	49.5
(See Def. 1)		WK. 2	41.2	42.4	43.9	45.5	47.2	48.8	50.7	52.5	52.0	52.3	53.0	54.9	54.4	54.1	53.2	53.0

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	3,750 4.6																
	ABC TV	NCAA FOOTBALL SPECIAL ALABAMA VS LSU (9:00-11:50PM) (-OP) ABC WEEKEND REPORT-SAT. (11:50-12:05AM) (OP)																
	AVERAGE AUDIENCE (Households (000) & %)	10.6* 3,590 4.4																
	SHARE OF AUDIENCE %	21* 12																
AVG. AUD. BY ¼ HR.		10.9	10.3	10.8	4.4	4.4												
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	3,750 4.6																
	CBS TV	CBS SAT. NIGHT MOVIE THREE DAYS OF THE CONDOR(R) (9:00-11:26PM) US OPEN HIGHLIGHTS-TNS SA (11:56-12:26AM)																
	AVERAGE AUDIENCE (Households (000) & %)	16.6* 3,180 3.9																
	SHARE OF AUDIENCE %	34* 12																
AVG. AUD. BY ¼ HR.		16.8	16.3	4.8	4.0	3.5												
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	13,770 16.9																
	NBC TV	SATURDAY NIGHT (11:30-12:49AM) (SUSTAINING 12:49-1:00AM)																
	AVERAGE AUDIENCE (Households (000) & %)	7,500 9.2 9.6* 9.3*																
	SHARE OF AUDIENCE %	27 24* 29*																
AVG. AUD. BY ¼ HR.		9.4	9.9	9.6	9.0	8.5	8.3											
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	3,180 3.9																
	ABC TV	ABC WEEKEND REPORT-SAT.																
	AVERAGE AUDIENCE (Households (000) & %)	3,180 3.9																
	SHARE OF AUDIENCE %	8																
AVG. AUD. BY ¼ HR.		3.9																
WEEK 2	TOTAL AUDIENCE (Households (000) & %)																	
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR.																		
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	8,720 10.7																
	NBC TV	MISS AMERICA PAGEANT (10:00-12:01AM) SATURDAY NIGHT (12:32-1:46AM) (SUSTAINING 1:46-2:02AM)																
	AVERAGE AUDIENCE (Households (000) & %)	4,970 6.1 7.0* 6.0*																
	SHARE OF AUDIENCE %	29 28* 29*																
AVG. AUD. BY ¼ HR.		23.6	22.4	24.5	23.8	18.7	7.7	6.5	6.2	5.7	4.8	4.6						
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	49.3	47.0	42.3	37.8	33.9	30.6	28.0	25.6	22.3	19.6	17.5	15.7	14.0	12.6	11.5	10.6
		WK. 2	50.3	46.5	42.9	40.7	34.5	30.9	26.7	23.6	21.9	19.0	16.1	14.3	12.0	10.9	9.6	8.2

U.S. TV Households: 81,500,000

For explanation of symbols, See page A

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	14,590 17.9											14,260 17.5					
	ABC TV																		
	AVERAGE AUDIENCE (Households (000) & %)	{	7,990 9.8											9,290 11.4					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	20 6.7	7.5* 8.3		8.6* 8.7	18* 8.6	10.9* 10.3	22* 11.5	12.1* 12.1	23* 12.2	21* 10.1	18* 10.3	11.3* 11.1	11.5	11.8* 12.1	12.3 12.3	12.3*	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	17,770 21.8				11,250 13.8	10,600 13.0			11,080 13.6	12,310 15.1		11,820 14.5					
	CBS TV																		
	AVERAGE AUDIENCE (Households (000) & %)	{	12,880 15.8	14.9*		16.7* 11.3	9,210 11.3	9,620 11.8			9,370 11.5	10,680 13.1		9,450 11.6	11.6*		11.5*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	35 12.9	34* 16.8		36* 17.2	23 16.2	22 11.0	22 11.6	23 11.4	21 12.3	24 11.0	24 12.1	21 12.5	21* 13.7	21* 11.7	21* 11.7	21* 11.2	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	14,100 17.3				15,320 18.8				18,260 22.4								
	NBC TV																		
	AVERAGE AUDIENCE (Households (000) & %)	{	8,720 10.7	9.8*		10.9* 13.2	10,760 13.2	11.8* 11.8			12,470 15.3	14.5* 15.3		15.2* 15.2	15.3*		16.1*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	24 10.4	23* 9.4		23* 10.1	25 11.5	24* 12.0	25* 12.9	25* 14.1	28 13.8	26* 14.9	28* 15.1	28* 15.2	28* 15.3	28* 15.2	30* 15.9	30* 16.4	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	9,700 11.9				19,970 24.5										9,540 11.7		
	ABC TV																		
	AVERAGE AUDIENCE (Households (000) & %)	{	6,440 7.9	7.3*		8.4* 13.7	11,170 13.7	10.4* 10.4			12.6* 12.6	13.8* 13.8	15.6* 15.6		15.8* 15.8	10.1	8,230 10.1		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	15 6.8	15* 7.8		16* 8.1	23 10.0	18* 10.9	21* 12.2	21* 12.9	22* 13.5	22* 14.2	25* 15.7	25* 15.6	27* 16.4	18 15.2	18 10.2	10.0	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	22,660 27.8				34,230 42.0												
	CBS TV																		
	AVERAGE AUDIENCE (Households (000) & %)	{	15,650 19.2	17.7*		20.6* 22.3	18,170 22.3	19.7* 19.7			21.9* 21.9	22.2* 22.2	24.1* 24.1		23.1* 23.1	23.3*			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	38 17.2	36* 18.2		39* 20.6	37 19.2	35* 20.2	36* 21.4	36* 22.4	35* 22.0	39* 22.3	39* 24.0	39* 24.2	39* 23.1	42* 23.1	42* 23.6	22.9	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	18,170 22.3				18,500 22.7				20,380 25.0								
	NBC TV																		
	AVERAGE AUDIENCE (Households (000) & %)	{	10,840 13.3			11.2* 16.8	13,690 16.8	16.8* 16.8			15.5* 15.3	13.2* 13.2		14.6* 14.6	16.4*		16.4*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	24 12.4	21* 10.8		21* 10.5	27 15.2	27 14.5	26* 14.9	26* 16.1	27 18.0	21* 14.5	21* 12.8	24* 13.6	24* 14.2	29* 15.0	29* 16.1	29* 16.7	
TV HOUSEHOLDS USING TV			WK. 1	42.2	44.4	46.0	47.5	48.3	50.3	52.9	54.4	54.9	55.4	55.0	55.2	54.5	54.4	54.3	54.1
(See Def. 1)			WK. 2	48.6	49.9	51.9	54.0	55.4	57.7	60.4	62.4	63.4	64.1	62.6	61.8	59.8	58.5	55.8	55.4

U.S. TV Households: 81,500,000

(1) NFL FOOTBALL GAME 2-NBC,VARIOUS TEAMS AND TIMES,NBC,MULTI-SEGMENT TELECAST

For explanation of symbols, See page A.



TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
W E E K D A Y	TOTAL AUDIENCE (Households (000) & %)	{	5,300 6.5															
	ABC TV		ABC WEEKEND REPORT- SUN.(B)															
	AVERAGE AUDIENCE (Households (000) & %)	{	4,810 5.9															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	12 5.9															
E E K D A Y	TOTAL AUDIENCE (Households (000) & %)	{	4,240 5.2	4,240 5.2														
	CBS TV		CBS SUNDAY NEWS- OSGOOD	US OPEN HIGHLIGHTS-TMS SUN														
	AVERAGE AUDIENCE (Households (000) & %)	{	4,080 5.0	3,180 3.9														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	10 5.0	11 4.4	3.5													
N B C T V	TOTAL AUDIENCE (Households (000) & %)	{		3,180 3.9														
	NBC TV		(1) (R)															
	AVERAGE AUDIENCE (Households (000) & %)	{		2,040 2.5	2.8*			2.4*		2.2*								
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%		9 2.9	8* 2.8			8* 2.4		9* 2.3								
W E E K D A Y	TOTAL AUDIENCE (Households (000) & %)	{	3,340 4.1															
	ABC TV		ABC WEEKEND REPORT- SUN.															
	AVERAGE AUDIENCE (Households (000) & %)	{	3,180 3.9															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	8 3.9															
E E K D A Y	TOTAL AUDIENCE (Households (000) & %)	{	5,460 6.7															
	CBS TV		CBS SUNDAY NEWS-OSGOOD (OP)															
	AVERAGE AUDIENCE (Households (000) & %)	{	5,540 6.8															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	14 6.8	7.0														
N B C T V	TOTAL AUDIENCE (Households (000) & %)	{			1,960 2.4													
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{			1,220 1.5			1.7*										
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%			7 2.0			8* 1.4										
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	49.6	44.1	37.5	33.2	30.1	27.4	24.6	23.1	20.9	18.5	16.7	15.1	13.8	11.5	9.9	8.6
		WK. 2	50.9	44.5	34.5	29.2	22.8	19.4	17.4	14.8	12.3	11.0	9.5	8.1	6.5	5.5	4.9	4.3

U.S. TV Households: 81,500,000

(1) BIG EVENT, DESPERATE WOMEN, NBC, (9:06-11:06PM)

For explanation of symbols, See page A

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{			4,810 5.9				4,560 5.6									
	ABC TV				GOOD MORNING, AMERICA-730 (CO-OP)	GOOD MORNING, AMERICA-730 (PARTICIPATING)			GOOD MORNING, AMERICA-830 (CO-OP)	GOOD MORNING, AMERICA-830 (PARTICIPATING)								
	AVERAGE AUDIENCE (Households (000) & %)	{			3,670 4.5				3,750 4.6									
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{			30 4.7	4.4			25 4.6	4.6								
K 2	TOTAL AUDIENCE (Households (000) & %)	{	3,590 4.4				3,590 4.4						5,380 6.6		6,520 8.0			
	CBS TV		MORNING-CHARLES KURALT				CAPTAIN KANGAROO						JEFFERSONS M-F (MTWTF)(S)(OP)		ALICE-M-F (MTWTF)(S)(OP)			
	AVERAGE AUDIENCE (Households (000) & %)	{	2,200 2.7	2.4*		2.9*	2,120 2.6	2.4*		2.8*			4,650 5.7		5,540 6.8			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{	19 2.1	19*	3.0	19*	15 2.3	15*	2.6	15*	3.0		29 5.2	6.1	32 6.6	7.0		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{			4,080 5.0				5,220 6.4				2,450 3.0		3,340 4.1			
	NBC TV				TODAY SHOW-7.30AM (CO-OP)	TODAY SHOW-7.30AM (PARTICIPATING)			TODAY SHOW-8.30AM (CO-OP)	TODAY SHOW-8.30AM (PARTICIPATING)			LAS VEGAS GAMBIT		BLOCKBUSTERS			
	AVERAGE AUDIENCE (Households (000) & %)	{			3,100 3.8				4,240 5.2				1,960 2.4		2,770 3.4			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{			25 3.6	4.1			28 5.2	5.2			12 2.4	2.5	16 3.3	3.5		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{			5,050 6.2				4,730 5.8									
	ABC TV				GOOD MORNING, AMERICA-730 (CO-OP)	GOOD MORNING, AMERICA-730 (PARTICIPATING)(TU-F)(OP)			GOOD MORNING, AMERICA-830 (CO-OP)	GOOD MORNING, AMERICA-830 (PARTICIPATING)(TU-F)(OP)								
	AVERAGE AUDIENCE (Households (000) & %)	{			3,910 4.8				3,910 4.8									
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{			30 4.9	4.7			27 4.8	4.9								
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	2,930 3.6				2,690 3.3						4,480 5.5		4,560 5.6			
	CBS TV		MORNING-CHARLES KURALT				CAPTAIN KANGAROO						JEFFERSONS M-F (TU-F)(OP)		ALICE-M-F (TU-F)(OP)			
	AVERAGE AUDIENCE (Households (000) & %)	{	1,710 2.1	1.8*		2.3*	1,630 2.0	1.8*		2.2*			3,670 4.5		3,990 4.9			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{	15 1.6	15*	2.2	15*	11 1.8	11*	2.2	12*	2.3		25 4.0	4.8	28 4.8	5.0		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{			3,830 4.7				4,480 5.5				2,040 2.5		2,610 3.2			
	NBC TV				TODAY SHOW-7.30AM (CO-OP)	TODAY SHOW-7.30AM (PARTICIPATING)			TODAY SHOW-8.30AM (CO-OP)	TODAY SHOW-8.30AM (PARTICIPATING)			LAS VEGAS GAMBIT		BLOCKBUSTERS			
	AVERAGE AUDIENCE (Households (000) & %)	{			2,930 3.6				3,670 4.5				1,710 2.1		2,200 2.7			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{			24 3.4	3.9			24 4.6	4.4			11 2.1	2.1	14 2.5	2.8		
TV HOUSEHOLDS USING TV WK. 1		8.0	10.5	12.4	13.6	15.5	16.8	18.2	18.6	18.7	19.3	19.4	19.9	19.6	20.1	20.2	21.0	
(See Def. 1) WK. 2		8.2	10.2	11.9	13.3	15.3	16.6	17.4	18.2	18.6	19.2	19.5	20.0	19.6	20.1	19.7	20.1	

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

DAY MON.-FRI. SEPT.7-11, 1981





## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. AUG.31-SEPT.4, 1981

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 11,820 14.5				{ 4,810 5.9								{ 10,350 12.7				
	ABC TV			GENERAL HOSPITAL (SUS-OP)		EDGE OF NIGHT								ABC WORLD NEWS TONIGHT				
	AVERAGE AUDIENCE (Households (000) & %)	{ 9,370 11.5				{ 4,320 5.3								{ 9,050 11.1				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	% 39 11.2		11.3* 11.5		11.7* 11.8		5.3 5.2						24 11.3		11.3		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 7,580 9.3												{ 10,270 12.6				
	CBS TV			GUIDING LIGHT (OP)		(S)(OP)								CBS EVENING NEWS- RATHER				
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,030 7.4				{ 7.6* 26 *								{ 9,130 11.2				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	% 25 7.0		7.2* 7.4		7.6* 7.5								24 11.3		11.2		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 4,160 5.1												{ 9,450 11.6				
	NBC TV			TEXAS										NBC NIGHTLY NEWS				
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,100 3.8				{ 3.9* 13 *								{ 8,310 10.2				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	% 13 3.9		3.8* 3.7		3.9* 4.0								22 10.0		10.4		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 12,140 14.9				{ 4,400 5.4								{ 10,110 12.4				
	ABC TV			GENERAL HOSPITAL (TU-F)(OP) (SUS-OP)		EDGE OF NIGHT								ABC WORLD NEWS TONIGHT				
	AVERAGE AUDIENCE (Households (000) & %)	{ 9,370 11.5				{ 3,830 4.7								{ 8,720 10.7				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	% 42 10.8		42* 11.5		43* 11.8		16 12.0		4.8		4.6		23 10.5		10.8		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 6,850 8.4				{ 3,750 4.6								{ 9,700 11.9				
	CBS TV			GUIDING LIGHT (TU-TH)(S)(OP) (OP)		ONE DAY AT A TIME-M-F (TU-TH)(S)(OP)		(S)(OP)						CBS EVENING NEWS- RATHER				
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,460 6.7				{ 3,020 3.7								{ 8,390 10.3				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	% 24 6.5		24* 6.8		24* 6.6		13 3.5		3.8				22 10.3		10.3		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 4,240 5.2												{ 10,020 12.3				
	NBC TV			TEXAS										NBC NIGHTLY NEWS				
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,100 3.8				{ 3.9* 13 *								{ 8,800 10.8				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	% 13 3.7		13* 3.7		13* 3.9		13* 3.9						23 10.5		11.0		
TV HOUSEHOLDS USING TV		WK. 1	28.6	29.5	29.9	30.5	28.8	30.1	31.5	33.4	35.0	37.1	39.1	41.4	44.0	45.9	46.0	47.2
(See Def. 1)		WK. 2	27.8	28.6	29.2	30.1	28.9	30.4	31.4	32.7	34.2	35.8	37.7	39.9	42.7	45.2	45.6	46.6

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

DAY MON.-FRI. SEPT.7-11, 1981

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. SEPT. 5, 1981

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		{		{		{		{		{		{		{	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	CBS TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		{		{		{		{		{		{		{	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	NBC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		{		{		{		{		{		{		{	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		{		{		{		{		{		{		{	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	CBS TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		{		{		{		{		{		{		{	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	NBC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{		{		{		{		{		{		{		{	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	WK. 2	4.9	5.7	6.8	8.2	9.7	11.9	14.3	16.5	17.7	19.8	21.2	22.2	22.6	22.9
				4.5	5.3	6.9	8.7	11.4	14.3	16.9	18.7	20.8	23.5	22.6	22.3	22.7	24.1

U.S. TV Households: 81,500,000

For explanation of symbols, See page A

DAY SAT. SEPT. 12, 1981

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. SEPT. 5, 1981

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45				
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 6,680 8.2		{ 5,460 6.7		{ 5,540 6.8		{ 7,250 8.9													
	ABC TV	HEATHCLIFF & DINGBAT		PLASTICMAN/BABY PLAS SHOW (OP)		ABC WEEKEND SPECIALS WEEP NO MORE, MY LADY		AMERICAN BANDSTAND '81													
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,620 6.9		{ 4,480 5.5		{ 4,730 5.8		{ 4,240 5.2		4.9*				5.5*							
	SHARE OF AUDIENCE %	31		25		25		21		21 *				21 *							
	AVG. AUD. BY ¼ HR. %	7.2		6.6		5.9		5.2		5.8		5.8		5.0		4.7		5.4		5.6	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 4,730 5.8		{ 5,790 7.1		{ 3,830 4.7		{ 4,560 5.6		12,960 15.9											
	CBS TV	TARZAN/LONE RANGER-1 (OP)		TARZAN/LONE RANGER-2 (OP)		NEW FAT ALBERT SHOW (OP)		DRAK PACK (OP)		U S OPEN TENNIS SAT. MULTI-SEGMENT TELECAST											
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,910 4.8		{ 4,560 5.6		{ 3,180 3.9		{ 3,590 4.4		3,260 4.0		3.4*		3.6*		3.6*		3.6*			
	SHARE OF AUDIENCE %	20		23		17		19		4.0		3.4*		3.6*		14 *		13 *			
	AVG. AUD. BY ¼ HR. %	4.6		5.1		5.3		6.0		4.0		3.7		4.2		4.5		3.5		3.6	
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{ 4,890 6.0		{ 3,750 4.6		{ 3,260 4.0		{ 2,850 3.5		4,560 5.6		11,170 13.7									
	NBC TV	JETSONS (OP)		HONG KONG PHOOEY (OP)		JONNY QUEST (OP)		FLINTSTONES		NBC MAJOR LEAGUE PRE GAME		NBC MAJOR LEAGUE GAME HOUSTON VS MONTREAL NY YANKEES VS KANSAS CITY MULTI-SEGMENT TELECAST									
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,990 4.9		{ 3,260 4.0		{ 2,690 3.3		{ 2,200 2.7		4,400 5.4		5,540 6.8		6.5*		23 *					
	SHARE OF AUDIENCE %	21		17		14		11		5.4		6.0		6.2*		6.6*					
	AVG. AUD. BY ¼ HR. %	4.8		5.0		3.9		4.1		3.1		3.4		2.8		2.6					

TOTAL AUDIENCE (Households (000) & %)		{ 4,650 5.7		{ 4,320 5.3		{ 4,970 6.1		{ 5,870 7.2		{ 9,940 12.2	
ABC TV		GOLDIE GOLD/ ACTION JACK (OP)		THUNDARR THE BARBARIAN (OP)		ABC WEEKEND SPECIALS THE PUPPY SAVES THE CIRCUS		AMERICAN BANDSTAND '81		ABC WIDE WORLD-SPORTS SAT	
AVERAGE AUDIENCE (Households (000) & %)		{ 3,670 4.5		{ 3,340 4.1		{ 4,080 5.0		{ 3,340 4.1		{ 5,380 6.6	
SHARE OF AUDIENCE %		20		18		20		15		22	
AVG. AUD. BY ¼ HR. %		4.4		4.6		4.9		3.9		5.6	
				4.2		5.1		3.6		6.0	
								4.4		6.3	
								4.3		6.6	
										7.4	
										7.5	
TOTAL AUDIENCE (Households (000) & %)		{ 7,010 8.6		{ 6,360 7.8		{ 26,900 33.0					
CBS TV		BLACKSTAR (OP)		TARZAN/L. RANGER/ ZORRO HRI (OP)						US OPN TENNIS-SAT. MULTI-SEGMENT TELECASTS	
AVERAGE AUDIENCE (Households (000) & %)		{ 5,950 7.3		{ 5,300 6.5		{ 6,280 7.7		{ 4.8*		{ 6.1*	
SHARE OF AUDIENCE %		31		26		23		19 *		23 *	
AVG. AUD. BY ¼ HR. %		7.1		7.5		4.6		5.0		6.4	
				6.4		5.1		5.6		6.1	
						5.1		6.3		6.6	
								6.0		6.6	
								6.1		7.1	
								6.4		7.3	
TOTAL AUDIENCE (Households (000) & %)		{ 5,220 6.4		{ 4,730 5.8		{ 5,220 6.4		{ 4,650 5.7		{ 3,830 4.7	
NBC TV		SPACE STARS II (OP)		SPIDER-MAN & FRIENDS		DAFFY/SPEEDY SHOW (OP)		BULLWINKLE		(1) NBC MAJOR LEAGUE GAME (-OP) MONTREAL VS CHICAGO BOSTON VS NY YANKEES(OP) MULTI-SEGMENT TELECASTS	
AVERAGE AUDIENCE (Households (000) & %)		{ 4,080 5.0		{ 4,400 5.4		{ 4,240 5.2		{ 3,830 4.7		{ 3,750 4.6	
SHARE OF AUDIENCE %		22		22		21		19		17	
AVG. AUD. BY ¼ HR. %		5.3		4.8		5.2		4.8		4.6	
				5.7		5.3		4.7		4.5	
										4.8	
										5.1	
TV HOUSEHOLDS USING TV		WK. 1		WK. 2		WK. 1		WK. 2		WK. 1	
(See Def. 1)		WK. 2		WK. 1		WK. 2		WK. 1		WK. 2	
		23.4		24.2		23.9		24.0		23.0	
		23.5		24.2		24.2		24.9		25.2	
										25.7	
										23.0	
										24.3	
										24.9	
										25.4	
										25.1	
										24.2	
										25.2	
										26.6	
										26.9	
										27.8	

TV HOUSEHOLDS USING TV WK. 1	23.4	24.2	23.9	24.0	23.0	23.3	23.0	24.3	24.9	25.4	25.1	24.2	25.2	26.6	26.9	27.8
(See Def. 1) WK. 2	23.5	24.2	24.2	24.9	25.2	25.7	25.8	26.2	26.8	26.4	25.9	26.8	26.8	27.6	28.5	29.9

U.S. TV Households: 81,500,000  
(1) NBC MAJOR LEAGUE PRE GAME, NBC, (2:00-2:16PM)

For explanation of symbols, See page A.

DAY SAT. SEPT. 12, 1981



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. SEPT. 5, 1981

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	5,300 6.5 11,250 13.8																
	ABC TV	WALKER CUP GOLF MATCH ABC WIDE WORLD-SPORTS SAT																
	AVERAGE AUDIENCE (Households (000) & %)	2,930 3.6 3.7* 3.5* 5,300 6.5 5.5* 6.1* 7.8*																
	SHARE OF AUDIENCE %	12 12* 12* 19 18* 18* 21*																
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	5,790 7.1																
	CBS TV	U.S. OPEN TENNIS SAT. MULTI-SEGMENT TELECAST~ CBS SAT. NEWS-SCHIEFFER																
	AVERAGE AUDIENCE (Households (000) & %)	3.9* 3.8* 4.1* 4.5* 4.3* 4.8*																
	SHARE OF AUDIENCE %	14* 13* 14* 15* 13* 14*																
WEEK 3	TOTAL AUDIENCE (Households (000) & %)	3,340 4.1 7,170 8.8 7,250 8.9																
	NBC TV	NBC MAJOR LEAGUE GAME HOUSTON VS MONTREAL NY YANKEES VS KANSAS CITY (OP) MULTI-SEGMENT TELECAST~ SPORTSWORLD-SAT MULTI-SEGMENT TELECAST~ (OP) NBC NIGHTLY NEWS-SAT.																
	AVERAGE AUDIENCE (Households (000) & %)	6.7* 6.8* 7.6* 3,420 5,130 6.2* 6.3*																
	SHARE OF AUDIENCE %	24* 23* 25* 4.2 6.3 6.2* 6.3*																
WEEK 4	TOTAL AUDIENCE (Households (000) & %)	5,380 6.6 16,540 20.3																
	ABC TV	NCAA FOOTBALL GAME STANFORD VS PURDUE (OP) (3:17-6:51PM)																
	AVERAGE AUDIENCE (Households (000) & %)	4,810 5.9 6,030 7.4 7.6* 7.4* 7.0* 7.6*																
	SHARE OF AUDIENCE %	20 22 23* 24* 24* 23* 23*																
WEEK 5	TOTAL AUDIENCE (Households (000) & %)	8,800 10.8																
	CBS TV	US OPN TENNIS-SAT. MULTI-SEGMENT TELECAST~																
	AVERAGE AUDIENCE (Households (000) & %)	6.9* 6.2* 6.4* 7.5* 8.3* 9.0* 10.2* 8.8*																
	SHARE OF AUDIENCE %	23* 20* 20* 23* 25* 25* 25*																
WEEK 6	TOTAL AUDIENCE (Households (000) & %)	7,500 9.2																
	NBC TV	NBC MAJOR LEAGUE GAME MONTREAL VS CHICAGO BOSTON VS NY YANKEES MULTI-SEGMENT TELECAST~ NBC NIGHTLY NEWS-SAT.																
	AVERAGE AUDIENCE (Households (000) & %)	4.8* 4.5* 4.8* 4.6*																
	SHARE OF AUDIENCE %	16* 14* 15* 15*																
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	27.7	27.6	28.1	29.4	29.6	30.2	30.7	30.8	31.9	32.7	33.8	35.9	37.1	38.1	38.8	39.7
		WK. 2	30.1	30.3	30.8	31.5	31.4	32.4	33.1	32.5	32.4	33.5	35.3	37.4	39.6	41.5	40.6	40.3

U.S. TV Households: 81,500,000

(1) NBC MAJOR LEAGUE POST-SAT, NBC, (4:47-5:00PM)

(2) NCAA FOOTBALL PRE GAME, ABC, (3:00-3:17PM)

For explanation of symbols, See page A.

DAY SAT. SEPT. 12, 1981

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. SEPT. 6, 1981

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45						
W E E K 1	TOTAL AUDIENCE (Households (000) & %)																	1,790 2.2					
	ABC TV																	KIDS ARE PEOPLE TOO I (10:30-11:05AM)					
	AVERAGE AUDIENCE (Households (000) & %)																	1,140					
	SHARE OF AUDIENCE %																	1.4	1.3*				
	AVG. AUD. BY ¼ HR. %																	7	7 *				
E E K 2	TOTAL AUDIENCE (Households (000) & %)																	1.2	1.5				
	CBS TV																	5,380 6.6	MARSHALL EFRON (SUS)				
	AVERAGE AUDIENCE (Households (000) & %)																	3,100					
	SHARE OF AUDIENCE %																	3.8	3.0*	4.1*	4.4*		
	AVG. AUD. BY ¼ HR. %																	24	22 *	26 *	25 *		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																	2.6	3.4	3.9	4.3	4.6	4.2
	NBC TV																	SUNDAY MORNING					
	AVERAGE AUDIENCE (Households (000) & %)																						
	SHARE OF AUDIENCE %																						
	AVG. AUD. BY ¼ HR. %																						
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																	2,530 3.1					
	ABC TV																	KIDS ARE PEOPLE TOO I					
	AVERAGE AUDIENCE (Households (000) & %)																	2,040					
	SHARE OF AUDIENCE %																	2.5					
	AVG. AUD. BY ¼ HR. %																	12	2.8				
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																	5,950 7.3	FOR OUR TIMES (SUS)				
	CBS TV																	SUNDAY MORNING					
	AVERAGE AUDIENCE (Households (000) & %)																	3,100					
	SHARE OF AUDIENCE %																	3.8	3.2*	3.9*	4.3*		
	AVG. AUD. BY ¼ HR. %																	21	21 *	22 *	21 *		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																	2.8	3.5	4.0	3.8	4.4	4.2
	NBC TV																	SUNDAY MORNING					
	AVERAGE AUDIENCE (Households (000) & %)																						
	SHARE OF AUDIENCE %																						
	AVG. AUD. BY ¼ HR. %																						
TV HOUSEHOLDS USING TV		WK. 1	4.6	4.8	4.7	6.0	7.2	8.4	9.3	11.3	13.5	15.2	16.1	17.4	18.7	19.1	18.9	19.8					
(See Def. 1)		WK. 2	3.3	3.6	4.3	5.0	6.8	8.8	10.9	13.0	15.6	17.9	18.4	19.4	21.0	21.9	22.0	21.9					

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. SEPT.6, 1981

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 2,120 2.6		{ 2,450 3.0		{ 1,960 2.4		{ 8,310 10.2										
	ABC TV	{ KIDS ARE PEOPLE TOO II (11:05-11:30AM) (OP)		{ ANIMALS, ANIMALS (OP)		{ ISSUES AND ANSWERS		{ DIRECTIONS (SUS)		{ ABC SUNDAY AFTERNOON BSBL OAKLAND VS BALTIMORE CINCINNATI VS PHILADELPHIA MULTI-SEGMENT TELECAST								
	AVERAGE AUDIENCE (Households (000) & %)	{ 1,550 1.9		{ 1,710 2.1		{ 1,550 1.9		{ 2,610 3.2		{ 2.4* 9		{ 3.0* 9 *						
	SHARE OF AUDIENCE %	{ 9 1.8		{ 9 2.0		{ 8 2.3		{ 7 2.0		{ 7* 3.0		{ 7* 3.1						
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{ 3,020 3.7		{ 7,090 8.7		{ 22,980 28.2												
	CBS TV	{ FACE THE NATION		{ CBS NFL FTBL PRE		{ CBS NFL FTBL GM VARIOUS TEAMS AND TIMES MULTI-SEGMENT TELECAST												
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,360 2.9		{ 5,380 6.6		{ 12,310 15.1		{ 12.7* 45		{ 15.2* 48 *		{ 15.6* 47 *		{ 15.9* 46 *				
	SHARE OF AUDIENCE %	{ 13 2.9		{ 26 2.9		{ 11.6 7.5		{ 13.8 14.9		{ 15.6 15.8		{ 15.6 15.6		{ 15.3 16.5				
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 2,770 3.4		{ 4,160 5.1		{ 14,830 18.2												
	NBC TV	{ MEET THE PRESS		{ NFL '81-NBC PRE		{ NFL FOOTBALL GAME 1-NBC VARIOUS TEAMS AND TIMES MULTI-SEGMENT TELECAST												
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,120 2.6		{ 3,260 4.0		{ 5,620 6.9		{ 5.4* 24		{ 6.3* 24 *		{ 6.8* 25 *		{ 5.9* 21 *				
	SHARE OF AUDIENCE %	{ 12 2.5		{ 16 2.6		{ 16 3.9		{ 22* 4.1		{ 24* 5.2		{ 24* 5.6		{ 21* 6.1		{ 5.9		
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{ 2,450 3.0		{ 1,390 1.7		{ 1,790 2.2		{ 1,960 2.4		{ 8,310 10.2								
	ABC TV	{ KIDS ARE PEOPLE TOO II (OP)		{ ANIMALS, ANIMALS (SUS-OP)		{ ISSUES AND ANSWERS		{ COLLEGE FOOTBALL '81		{ DIRECTIONS (SUS)		{ ABC SUNDAY AFTERNOON BSBL BOSTON VS NY YANKEES LOS ANGELES VS CINCINNATI MULTI-SEGMENT TELECAST						
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,280 2.8		{ 980 1.2		{ 1,470 1.8		{ 1,470 1.8		{ 2,690 3.3		{ 2.8* 9		{ 3.5* 10 *				
	SHARE OF AUDIENCE %	{ 13 2.8		{ 5 2.8		{ 7 1.0		{ 7 1.3		{ 7 1.9		{ 8* 1.7		{ 10* 1.9		{ 3.6		
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 2,530 3.1		{ 7,090 8.7		{ 23,060 28.3												
	CBS TV	{ FACE THE NATION		{ CBS NFL FTBL PRE		{ CBS NFL FTBL GM VARIOUS TEAMS AND TIMES MULTI-SEGMENT TELECAST												
	AVERAGE AUDIENCE (Households (000) & %)	{ 1,790 2.2		{ 5,540 6.8		{ 10,680 13.1		{ 10.6* 38		{ 13.2* 39 *		{ 13.7* 39 *		{ 13.2* 37 *				
	SHARE OF AUDIENCE %	{ 9 2.0		{ 27 2.4		{ 9.8 7.6		{ 11.3 9.8		{ 12.8 13.7		{ 14.1 14.1		{ 13.3 12.7		{ 13.3		
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{ 3,260 4.0		{ 3,750 4.6		{ 17,600 21.6												
	NBC TV	{ MEET THE PRESS		{ NFL '81-NBC PRE		{ NFL FOOTBALL GAME 1-NBC VARIOUS TEAMS AND TIMES MULTI-SEGMENT TELECAST												
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,530 3.1		{ 2,930 3.6		{ 7,740 9.5		{ 7.6* 27		{ 9.3* 28 *		{ 10.5* 30 *		{ 9.2* 26 *				
	SHARE OF AUDIENCE %	{ 13 3.0		{ 14 3.1		{ 14 3.2		{ 25* 4.0		{ 28* 7.0		{ 28* 8.2		{ 26* 9.1		{ 8.9		
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	20.5	21.6	21.9	22.7	23.0	24.3	25.4	28.0	29.2	30.4	31.2	32.1	32.8	34.0	33.9	34.4
		WK. 2	22.2	22.5	22.7	24.1	24.4	25.0	25.5	27.8	30.0	31.3	33.1	35.3	35.7	35.6	36.1	36.9

U.S. TV Households: 81,500,000

For explanation of symbols, See page A

DAY SUN. SEPT.13, 1981



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. SEPT. 6, 1981

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV	ABC SUNDAY AFTERNOON BSBL OAKLAND VS BALTIMORE (-OP) CINCINNATI VS PHILADELPHIA MULTI-SEGMENT TELECAST~																
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	3.2	2.7	2.7	3.0	3.5	4.1	2.5	2.8	2.7	2.5	2.4	2.2	2.4	2.6	2.7	2.9	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)																	
	CBS TV	CBS NFL FTBL GM VARIOUS TEAMS AND TIMES MULTI-SEGMENT TELECAST~ (-OP)																
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	16.2	16.1	15.7	15.9	2.5	4.4	4.7	4.0	3.8	4.5	4.3	3.7	4.0	3.5	3.8	4.0	
WEEK 3	TOTAL AUDIENCE (Households (000) & %)																	
	NBC TV	NFL FOOTBALL GAME 1-NBC VARIOUS TEAMS AND TIMES MULTI-SEGMENT TELECAST~ (-OP)																
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	6.4	7.1	7.4	8.3	3.2	11.0	11.8	12.7	13.0	14.1	13.8	14.0	15.0	15.7	16.0	17.1	
WEEK 4	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV	ABC SUNDAY AFTERNOON BSBL BOSTON VS NY YANKEES (-OP) LOS ANGELES VS CINCINNATI MULTI-SEGMENT TELECAST~																
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	3.7	3.6	3.4	3.1	3.2	3.6	3.2	3.6	2.6	3.1							
WEEK 5	TOTAL AUDIENCE (Households (000) & %)																	
	CBS TV	CBS NFL FTBL GM VARIOUS TEAMS AND TIMES MULTI-SEGMENT TELECAST~ (-OP)(OP)																
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	13.4	13.9	14.4	3.5	4.6	6.2	6.6	7.2	8.0	8.8	9.3	8.7	9.0	9.1	9.4	10.2	
WEEK 6	TOTAL AUDIENCE (Households (000) & %)																	
	NBC TV	NFL FOOTBALL GAME 1-NBC VARIOUS TEAMS AND TIMES MULTI-SEGMENT TELECAST~ (-OP)																
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	9.5	9.9	10.6	10.6	8.9	10.3	10.8	11.1	12.7	13.1	13.2	13.1	12.4	11.5	12.5	12.8	
TV HOUSEHOLDS USING TV (See Def. 1)		WK 1	35.0	35.8	36.1	37.5	37.9	36.5	36.5	37.0	35.7	35.7	35.9	35.8	37.9	39.3	38.9	39.4
		WK 2	37.3	37.3	37.7	38.1	38.7	38.3	38.5	39.4	40.8	42.1	43.2	44.3	46.0	47.4	48.1	48.1

U.S. TV Households: 81,500,000

For explanation of symbols, See page A

DAY SUN. SEPT. 13, 1981

# Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1							WEEK 2						
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%		
EVENING MONDAY																	
ABC NFL MONDAY NIGHT FOOTBALL	2	9.00-12.07AM	+GRID 11.00 11.15 11.30 11.45 12.00 (SUS)								29,580	36.3	15,810	19.4	35	19.9 18.4 16.6 14.9 12.8	
ABC MON MOVIE FEATURETTE(SUS)	2	12.07-12.12AM															
NBC NBC NEWS UPDATE-2-MON(SUS)	1	10.56-11.00PM	10.45														
		9.52- 9.53PM	9.45														
EVENING TUESDAY																	
NBC NBC NEWS UPDATE-2-TUE(SUS)	1	9.52- 9.53PM	9.45														
EVENING WEDNESDAY																	
NBC NBC NEWS UPDATE 2-M-F	1	9.58- 9.59PM	9.45	12,880	15.8	12,880	15.8	26	15.8								
EVENING THURSDAY																	
ABC NFL FOOTBALL SPECIAL(S)	2	8.30 11.45PM	+GRID 11.00 11.15 11.30								32,600	40.0	16,630	20.4	36	19.7 17.9 15.5	
NBC NBC NEWS UPDATE-2-THU(SUS)	1	9.50- 9.51PM	9.45														
EVENING FRIDAY																	
NBC NBC MAJOR LGE.BSBL.-FRI.(S)	1	8.11-11.20PM	+GRID 11.00 11.15	17,930	22.0	7,990	9.8	19	8.9 8.8								
NBC NBC MAJOR LGE.PRE.-FRI.(S)	1	8.00- 8.11PM	+GRID	7,820	9.6	8,070	9.9	22									
NBC NBC NEWS UPDATE 2-FRI(SUS)	2	9.49- 9.50PM	9.45														
EVENING SATURDAY																	
ABC ABC NEWSBRIEF-SAT.	1	8.58- 8.59PM	8.45	9,130	11.2	9,130	11.2	23	11.2		9,540	11.7	9,540	11.7	22	11.7	
ABC ABC SPORTSBRIEF-SAT	2	8.58- 8.59PM	8.45														
ABC NCAA FOOTBALL SPECIAL(S)	1	9.00-11.50PM	+GRID 11.45	18,420	22.6	8,970	11.0	22	10.4* 23* 9.2								
ABC ABC NEWSBRIEF-SAT.	2	9.58- 9.59PM	9.45								12,960	15.9	12,960	15.9	29	15.9	
CBS NEWSBREAK-SAT.	1	8.58- 8.59PM	8.45	8,720	10.7	8,720	10.7	21	10.7								
NBC NBC NEWS UPDATE-SAT.		8.58- 8.59PM	8.45	9,860	12.1	9,860	12.1	24	12.1		11,170	13.7	11,170	13.7	26	13.7	
NBC NBC NEWS UPDATE-2-SAT(SUS)	1	9.51- 9.52PM	9.45														
NBC NBC NEWS UPDATE-2-SAT.	2	9.58- 9.59PM	9.45								10,840	13.3	10,840	13.3	24	13.3	
EVENING SUNDAY																	
ABC ABC SPORTSBRIEF-SUN	2	7.58- 7.59PM	7.45								7,340	9.0	7,340	9.0	17	9.0	
ABC ABC NEWSBRIEF-SUN.	1	8.58- 8.59PM	8.45	8,970	11.0	8,970	11.0	20	11.0								
	2	9.55- 9.57PM	9.45								12,630	15.5	12,550	15.4	25	15.4	
CBS 33RD ANNUAL EMMY AWARDS(S)	2	8.00-11.03PM	+GRID								34,230	42.0	18,170	22.3	37		
CONT'D																	

# Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%			SHARE %	
EVENING SUNDAY-CONT'D																			
CBS 33RD ANNUAL EMMY AWARDS(S)-CONT'D																			
			11.00																
CBS NEWSBREAK-SUN.	1	8.58- 8.59PM	8.45	8,970	11.0	8,970	11.0	20	11.0								20.0		
	2	9.35- 9.36PM	9.30																
NBC NFL FOOTBALL GAME 2-NBC	1	4.00- 6.52PM	+GRID	24,040	29.5	11,410	14.0	39			17,770	21.8	17,770	21.8	35	21.8			
	2	4.00- 7.15PM	+GRID								24,860	30.5	10,020	12.3	29				
			7.00						16.1										
			7.15											12.4*	27*	12.3			
NBC DISNEY'S WONDERFUL WORLD	1	7.06- 8.06PM	+GRID	14,100	17.3	8,720	10.7	24			18,170	22.3	10,840	13.3	24				
	2	7.29- 8.29PM	+GRID						13.3										
			8.00											15.5*	27*	15.8			
			8.15																
NBC CHIPS	1	8.06- 9.06PM	+GRID	15,320	18.8	10,760	13.2	25											
	2	8.29- 9.29PM	+GRID						16.8		18,500	22.7	13,690	16.8	27				
			9.00																
			9.15											18.1*	28*	18.3			
NBC NBC NEWS UPDATE-SUN.	1	9.05- 9.06PM	9.00	12,230	15.0	12,230	15.0	27	15.0										
	2	9.27- 9.28PM	9.15								11,980	14.7	11,980	14.7	23	14.7			
NBC NBC NEWS UPDATE-2-SUN(SUS)	2	10.14-10.15PM	10.00																
NBC NBC NEWS UPDATE-2-SUN.	1	10.00-10.01PM	10.00	12,310	15.1	12,310	15.1	28	15.1										

## EVENING MONDAY-FRIDAY

ABC ABC NEWSBRIEF-M-F

ABC ABC NEWS:NIGHTLINE

ABC ABC NEWS:NIGHTLINE-T-F

ABC ABC NEWS:NIGHTLINE-THU(B)

ABC CHARLIE'S ANGELS-12.00

ABC FANTASY ISLAND-12.00

ABC FRIDAYS

CONT'D

			8.45	12,390	15.2	11,650	14.3	25	13.0	M-F	13,280	16.3	13,280	16.3	27	17.2	M-F
			9.45						16.4	TU-TH						14.5	TUWF
			10.15													20.8	THU.
	1	11.30-12.00MD	11.30	6,930	8.5	5,790	7.1	21	7.6	M-F							
			11.45						6.6	M-F							
	2	11.30-12.00MD	11.30								6,680	8.2	5,300	6.5	19	7.2	TUWF
			11.45													5.8	TUWF
	2	12.14-12.44AM	12.00								5,220	6.4	3,990	4.9	22	6.7	THU.
			12.15													5.6	THU.
			12.30													4.1	THU.
	1	12.00- 1.08AM	12.00	5,460	6.7	3,260	4.0	18	4.7	THU.							
			12.15					16*	4.0	THU.							
			12.30						4.0	THU.							
			12.45					20*	4.1	THU.							
			1.00						3.2	THU.							
	1	12.00- 1.09AM	12.00	4,160	5.1	2,690	3.3	15	3.5	MON.							
	2	12.00- 1.08AM	12.00								3,910	4.8	2,450	3.0	15	3.5	TUE.
			12.15					13*	3.2	MON.				3.3*	14*	3.0	TUE.
			12.30						3.3	MON.						2.9	TUE.
			12.45					17*	3.4	MON.				2.9*	17*	2.9	TUE.
			1.00						2.9	MON.						2.7	TUE.
	1	12.00- 1.11AM	12.00	7,740	9.5	4,100	5.4	22	6.6	FRI.							
	2	12.00- 1.12AM	12.00								5,130	6.3	3,100	3.8	15	4.4	FRI.
			12.15					23*	6.0	FRI.				4.3*	15*	4.3	FRI.
			12.30						5.2	FRI.						4.0	FRI.



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY % HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%			SHARE %	
EVENING MONDAY-FRIDAY-CONT'D																			
ABC FRIDAYS-CONT'D			12.45 1.00				4.9*	20*	4.6	FRI.				3.6*	15*	3.3	FRI.		
ABC LOVE BOAT-12.00	1	12.00- 1.08AM	12.00	5,460	6.7	3,590	4.4	20	4.2	FRI.						2.8	FRI.		
	2	12.00- 1.09AM	12.00						4.7	WED.	5,050	6.2	3,340	4.1	20	4.6	WED.		
			12.15				4.7*	18*	4.7	WED.				4.3*	18*	4.0	WED.		
			12.30						4.5	WED.						4.1	WED.		
			12.45				4.4*	23*	4.3	WED.					4.0*	21*	4.0	WED.	
			1.00						3.6	WED.						3.5	WED.		
ABC TUESDAY MOVIE-WEEK-PART 1	1	12.00- 1.11AM	12.00	4,080	5.0	2,530	3.1	14	3.3	TUE.									
			12.15				3.2*	12*	3.1	TUE.									
			12.30						2.9	TUE.									
			12.45				3.0*	15*	3.0	TUE.									
			1.00						2.9	TUE.									
ABC ABC NEWS:NIGHTLINE-MON	2	12.43- 1.13AM	12.30								3,180	3.9	2,850	3.5	21	3.8	MON.		
			12.45													3.7	MON.		
			1.00													3.2	MON.		
ABC CHARLIE'S ANGELS-12.00	2	12.44- 1.52AM	12.30								2,610	3.2	1,630	2.0	14	3.0	THU.		
			12.45													2.4	THU.		
			1.00													2.2	THU.		
			1.15													2.0	THU.		
															2.1*	15*			
			1.30													1.6	THU.		
			1.45													1.4	THU.		
ABC TUESDAY MOVIE-WEEK-PART 2	1	1.11- 1.28AM	1.00	2,530	3.1	2,360	2.9	21	3.0	TUE.									
			1.15						2.9	TUE.									
	1	1.28- 2.12AM (SUS)	1.15																
CBS NEWSBREAK-M-F	2	>	8.15	10,270	12.6	10,270	12.6	22	12.6	M-F	9,860	12.1	10,110	12.4	22	9.2	M-F		
	1	>	8.45							MON.						12.7	MTUTHF		
CBS CBS NEWS SPEC. RPT. MON(SUS)	1	11.30-12.00MD	11.30																
CBS US OPEN HIGHLIGHTS-TNS FR(S)	1	11.30-12.00MD	11.30	5,790	7.1	4,560	5.6	16	6.5	FRI.									
			11.45						4.6	FRI.									
CBS US OPEN HIGHLIGHTS-TNS TH(S)	1	11.30-12.00MD	11.30	5,710	7.0	4,320	5.3	16	6.1	THU.									
			11.45						4.5	THU.									
CBS US OPEN HIGHLIGHTS-TNS TU(S)	1	11.30-12.00MD	11.30	5,540	6.8	4,560	5.6	16	6.4	TUE.									
			11.45						4.7	TUE.									
CBS US OPEN HIGHLIGHTS-TNS WE(S)	1	11.30-12.00MD	11.30	4,650	5.7	3,670	4.5	13	5.2	WED.									
			11.45						3.9	WED.									
CBS US OPN HILITES-TEN-FRI.(S)	2	11.30-12.00MD	11.30								6,280	7.7	5,130	6.3	19	6.9	FRI.		
			11.45													5.6	FRI.		
CBS US OPN HILITES-TEN-MON.(S)	2	11.30-12.00MD	11.30								5,950	7.3	4,560	5.6	16	6.2	MON.		
			11.45													5.0	MON.		
CBS US OPN HILITES-TEN-THU.(S)	2	11.30-12.00MD	11.30								4,560	5.6	3,830	4.7	14	4.8	THU.		
			11.45													4.7	THU.		
CBS US OPN HILITES-TEN-TUE.(S)	2	11.30-12.00MD	11.30								4,080	5.0	3,590	4.4	13	4.7	TUE.		
			11.45													4.2	TUE.		
CBS JS OPN HILITES-TEN-WED(S)	2	11.30-12.00MD	11.30								6,110	7.5	5,130	6.3	19	6.6	WED.		
CONT'D																			

## NielSEN NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1							WEEK 2						
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%		
EVENING MONDAY-FRIDAY-CONT'D																	
CBS US OPN HILITES-TEN-WED(S)-CONT'D																	
			11.45														
CBS CBS NEWS SPEC. RPT. TUE(SUS)	2	12.00-12.30AM	12.00													5.9	WED
CBS LATE MOVIE I		>	12.00	4,890	6.0	3,100	3.8	17	4.0	M-F	5,050	6.2	3,340	4.1	20	4.8	TUE.
			12.15				4.0*	15*	4.0	M-F				4.8*	19*	4.8	M-F
			12.30						3.9	M-F						4.1	MWTHF
			12.45				3.8*	18*	3.6	M-F				4.0*	21*	4.0	M-F
			1.00						3.4	M-F						3.6	M-F
			1.15											2.1*	15*	2.1	M-F
			1.30													2.0	TUE.
		VARIOUS TIMES (SUS)	1.30														
CBS LATE MOVIE II		>	1.00	2,930	3.6	2,200	2.7	21	3.0	M-F	2,930	3.6	2,450	3.0	25	3.3	M-F
			1.15				3.4*	25*	2.8	M-F				2.8*	21*	3.3	MWTHF
			1.30						2.6	M-F						3.0	M-F
			1.45				2.6*	23*	2.5	M-F				3.1*	26*	2.7	M-F
			2.00													2.6	TU & F
			2.15											1.9*	23*	1.7	TU & F
		VARIOUS TIMES (SUS)	2.15														
NBC NBC NEWS UPDATE-M-F	1	>	8.00	10,350	12.7	10,350	12.7	22	9.9	M-F							
	2	8.58- 8.59PM	8.45						13.7	MWTH	10,430	12.8	10,430	12.8	22	12.8	M-F
			9.00						12.5	TUE.							
NBC NBC NEWS UPDATE-2-M-F	2	>	9.45								12,710	15.6	12,710	15.6	25	15.6	TU&TH
NBC TONIGHT SHOW		>	11.30	10,110	12.4	6,190	7.6	26	9.7	M-F	9,780	12.0	5,870	7.2	24	8.6	M-F
			11.45				9.2*	27*	8.3	M-F				8.1*	24*	7.7	M-F
			12.00						7.3	M-F						6.8	M-F
			12.15				6.7*	25*	6.0	M-F				6.3*	25*	5.8	M-F
			12.30						5.8	FRI.							
			12.45				5.7*	23*	5.5	FRI.							
NBC SCTV NETWORK/90	2	12.30- 1.57AM	12.30								5,300	6.5	2,450	3.0	15	4.1	FRI.
			12.45											3.7*	15*	3.3	FRI.
			1.00													2.9	FRI.
			1.15											2.9*	15*	2.9	FRI.
			1.30													2.6	FRI.
			1.45											2.4*	15*	2.1	FRI.
NBC TOMORROW COAST TO COAST-1		12.30- 1.00AM	12.30	3,670	4.5	2,930	3.6	18	4.0	M-TH	3,180	3.9	2,690	3.3	18	3.6	M-TH
			12.45						3.2	M-TH						3.0	M-TH
NBC SCTV NETWORK/90	1	12.52- 2.22AM	12.45	5,050	6.2	2,450	3.0	19	4.2	FRI.							
			1.00						3.5	FRI.							
			1.15				3.3*	18*	3.1	FRI.							
			1.30						2.8	FRI.							
			1.45				2.9*	21*	3.0	FRI.							
			2.00						2.3	FRI.							
			2.15				2.3*	20*	2.2	FRI.							
NBC TOMORROW COAST TO COAST-2		>	1.00	2,530	3.1	1,870	2.3	18	2.7	M-TH	2,290	2.8	1,630	2.0	17	2.6	M-TH
			1.15				2.5*	17*	2.2	M-TH				2.4*	18*	2.2	M-TH
			1.30						2.0	M-TH						1.7	M-TH
			1.45				2.1*	19*	1.9	M-TH				1.6*	15*	1.5	M-TH
CONT'D																	

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%		
EVENING MONDAY-FRIDAY-CONT'D																	
NBC TOMORROW COAST TO COAST-2-CONT'D																	
VARIOUS TIMES (SUS)																	
DAY MONDAY-FRIDAY																	
ABC GOOD MORN,AMER-MON-730(B)	2	7.30- 8.00AM	7.30								2,200	2.7	1,630	2.0	16	2.0 MON.	
			7.45													2.1 MON.	
ABC GOOD MORN,AMER-MON-830-(B)	2	8.30- 9.00AM	8.30								3,830	4.7	2,930	3.6	16	3.1 MON.	
			8.45													4.1 MON.	
ABC THREE'S COM. DAY-MON(B)	2	11.00-12.00NN	11.00								8,230	10.1	5,870	7.2	24	5.6 MON.	
			11.15													7.0 MON.	
			11.30													7.6 MON.	
			11.45													8.1* 26*	
ABC FAMILY FEUD-MON(B)	2	12.00-12.30PM	12.00								5,950	7.3	5,050	6.2	19	5.9 MON.	
			12.15													6.5 MON.	
ABC RYAN'S HOPE-MON(B)	2	12.30- 1.00PM	12.30								5,870	7.2	4,890	6.0	19	5.9 MON.	
			12.45													6.1 MON.	
ABC FYI-12.58(SUS)		12.58-12.59PM	12.45													M-F	
ABC ALL MY CHILDREN-MON(B)	2	1.00- 2.00PM	1.00								8,070	9.9	6,030	7.4	22	6.9 MON.	
			1.15													7.5 MON.	
			1.30													7.5 MON.	
						</											



## OTHER PROGRAMS

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## NielSEN NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY 1/4 HR %	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %						
DAY MONDAY-FRIDAY-CONT'D																			
CBS CHILDRENS MYSTERY THEATER(S)-CONT'D																			
			4.45																
			5.00																
			5.15																
DAY SATURDAY																			
ABC SCHOOLHOUSE ROCK-8.26AM	1	8.26- 8.29AM	8.15	3,260	4.0	3,100	3.8	36	3.8										
	2	8.26- 8.30AM	8.15																
ABC SCHOOLHOUSE ROCK-10.26AM	1	10.26-10.29AM	10.15	7,660	9.4	7,170	8.8	39	8.8			2,930	3.6	2,450	3.0	21	3.0		
ABC SCHOOLHOUSE ROCK-10.55AM	2	10.55-10.59AM	10.45																
ABC SCHOOLHOUSE ROCK-10.56AM	1	10.56-10.59AM	10.45	7,580	9.3	7,170	8.8	39	8.8			4,650	5.7	4,320	5.3	23	5.3		
ABC DEAR ALEX & ANNIE-11.26AM	2	11.26-11.29AM	11.15																
ABC DEAR ALEX & ANNIE-11.55AM	1	11.55-11.59AM	11.45	4,480	5.5	3,830	4.7	21	4.7			4,080	5.0	3,830	4.7	20	4.7		
ABC SCHOOLHOUSE ROCK-11.56AM	2	11.55-11.59AM	11.45																
ABC NCAA FOOTBALL PRE GAME	2	3.00- 3.17PM	3.15																
ABC NCAA FOOTBALL POST GAME	2	6.51- 7.00PM	6.45																
CBS SUMMER SEMESTER-SAT(SUS)		6.30- 7.00AM	6.30																
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	2,610	3.2	2,200	2.7	23	2.7										

CBS IN THE NEWS- 8.56AM		8.56- 8.59AM	8.45	3,260	4.0	3,100	3.8	23	3.8			3,260	4.0	2,930	3.6	19	3.6		
CBS IN THE NEWS- 9.26AM		9.26- 9.29AM	9.15	4,650	5.7	4,400	5.4	27	5.4			5,710	7.0	5,460	6.7	29	6.7		
CBS IN THE NEWS- 9.56AM	2	9.56- 9.59AM	9.45									6,110	7.5	5,870	7.2	32	7.2		
CBS IN THE NEWS-10.26AM	1	10.26-10.29AM	10.15	3,260	4.0	3,020	3.7	16	3.7										
CBS IN THE NEWS-10.56AM		10.56-10.59AM	10.45	3,830	4.7	3,340	4.1	18	4.1			5,790	7.1	5,460	6.7	28	6.7		
CBS IN THE NEWS-11.26AM		11.26-11.29AM	11.15	4,400	5.4	4,080	5.0	21	5.0			6,440	7.9	5,710	7.0	29	7.0		
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	5,220	6.4	4,480	5.5	23	5.5			5,220	6.4	4,650	5.7	23	5.7		
CBS IN THE NEWS-12.26PM	1	12.26-12.29PM	12.15	3,260	4.0	3,100	3.8	16	3.8										
CBS IN THE NEWS-12.56PM	1	12.56-12.59PM	12.45	4,080	5.0	3,420	4.2	17	4.2										
NBC ASK NBC NEWS-8.28AM	2	8.28- 8.30AM	8.15									2,930	3.6	2,850	3.5	28	3.5		
NBC TIME OUT-8.28AM	1	8.28- 8.30AM	8.15	1,390	1.7	1,390	1.7	16	1.7										
NBC ASK NBC NEWS-8.58AM	1	8.58- 9.00AM	8.45	3,020	3.7	2,770	3.4	22	3.4										
NBC ASK NBC NEWS-09.28AM	2	9.28- 9.30AM	9.15									5,950	7.3	5,790	7.1	30	7.1		
NBC TIME OUT-9.28AM	1	9.28- 9.30AM	9.15	3,420	4.2	3,340	4.1	21	4.1										
NBC ASK NBC NEWS-9.58AM	1	9.58-10.00AM	9.45	3,260	4.0	3,020	3.7	17	3.7										
NBC ASK NBC NEWS-10.28AM	2	10.28-10.30AM	10.15									4,810	5.9	4,480	5.5	23	5.5		
NBC TIME OUT-10.28AM	1	10.28-10.30AM	10.15	3,100	3.8	3,020	3.7	17	3.7										
NBC ASK NBC NEWS-10.58AM	1	10.58-11.00AM	10.45	3,260	4.0	3,100	3.8	17	3.8										
NBC ASK NBC NEWS-11.28AM	2	11.28-11.30AM	11.15									4,320	5.3	4,160	5.1	22	5.1		
NBC TIME OUT-11.28AM	1	11.28-11.30AM	11.15	3,990	4.9	3,910	4.8	20	4.8										
NBC ASK NBC NEWS-11.58AM	1	11.58-12.00NN	11.45	3,910	4.8	3,830	4.7	20	4.7										
NBC ASK NBC NEWS 12.28PM	2	12.28-12.30PM	12.15									4,160	5.1	4,080	5.0	20	5.0		

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
DAY SATURDAY-CONT'D																		
NBC TIME OUT-12:28PM	1	12.28-12.30PM	12.15	2,770	3.4	2,690	3.3	14	3.3									
NBC NBC MAJOR LEAGUE PRE GAME	2	2.00- 2.16PM	→GRID 2.15								3,830	4.7	3,750	4.6	17		4.3	
NBC NBC MAJOR LEAGUE GAME	1	2.15- 4.54PM	→GRID 4.45 5.00	11,170	13.7	5,540	6.8 7.2*	23 24*	6.5 2.0									
DAY SUNDAY																		
ABC KIDS ARE PEOPLE TOO I	1	10.30-11.05AM	→GRID 11.00	1,790	2.2	1,140	1.4	7	1.5									
ABC DEAR ALEX & ANNIE-11.25AM	2	11.25-11.29AM	11.15								2,360	2.9	2,280	2.8	13		2.8	
ABC DEAR ALEX & ANNIE-11.26AM	1	11.26-11.29AM	11.15	1,790	2.2	1,630	2.0	9	2.0									
ABC ANIMALS-ROCK(SUS)	2	11.55-11.59AM	11.45															
ABC SCHOOLHOUSE ROCK-11.55AM	1	11.55-11.59AM	11.45	2,200	2.7	1,960	2.4	10	2.4									
ABC ABC SUNDAY AFTERNOON BSBL	1	2.00- 5.08PM	→GRID	8,310	10.2	2,610	3.2	9			8,310	10.2	2,690	3.3	9			
	2	2.00- 5.14PM	→GRID								8,310	10.2	2,690	3.3	9			
	2	2.00- 5.14PM	→GRID 5.00 5.15													1.4 1.4	3*	

			5.30						1.9								
CBS IN THE NEWS-8.26AM-SUN(SUS)		8.26- 8.29AM	8.15														
CBS IN THE NEWS-8.56AM-SUN(SUS)		8.56- 8.59AM	8.45														
CBS CBS NFL FTBL GM	1	1.00- 4.13PM	→GRID	22,980	28.2	12,310	15.1	45			23,060	28.3	10,680	13.1	38	14.6	
	2	1.00- 4.10PM	→GRID											14.6*	39*	10.5	
			3.45													4.0	
			4.00						11.4								
			4.15						6.8								
CBS CBS NFL FTBL POST	2	3.58- 4.10PM	→GRID 4.00								2,450	3.0	2,450	3.0	8	2.9	
CBS CBS NFL FTBL POST GAME(SUS)	1	3.55- 4.14PM	3.45														
NBC NFL FOOTBALL GAME 1-NBC	1	1.00- 4.19PM	→GRID	14,830	18.2	5,620	6.9	24									
			4.00						8.1								
			4.15					8.6* 26*	8.0								
			4.30						<<								